

Message Text

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PAGE 01 MELBOU 02358 172301Z
ACTION EA-12

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-----026726 181428Z /47

R 170545Z NOV 77
FM AMCONSUL MELBOURNE
TO SECSTATE WASHDC 4145
USDOC WASHDC
INFO AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL PERTH
AMCONSUL BRISBANE

UNCLAS MELBOURNE 2358

SYDNEY FOR IMC - ZETTLER

E O 11652 N A
TAGS BEXP, AS
SUBJ: UNDER SECRETARIAL TASK FORCE, U.S. FOOTWEAR INDUSTRY

REF STATE 263324

1. FOLLOWING IS MISSION'S RESPONSE TO REFTEL (SENT
CANBERRA ONLY) PREPARED BY CCP CONSUMER GOODS NATIONAL
CAMPAIGN MANAGER WITH ASSISTANCE FROM EMBASSY AND SYDNEY IMC.

2. ON BASIS FIVE INTERVIEWS WITH U.S. SUBSIDIARY SHOE
COMPANY EXECUTIVE, MERCHANDISE DIRECTOR AND SALES DIRECTOR
OF TOP QUALITY DEPARTMENT STORE, DIRECTOR OF BUYING
DEPARTMENT OF COUNTRY'S LARGEST RETAIL CHAIN, AND GENERAL
MANAGER OF COUNTRY'S LARGEST EXHIBITION MANAGING COMPANY, WE
CONCLUDE THERE IS NO RPT NO TRADE FAIR OR CONSUMER EVENT IN
AUSTRALIA WHICH WOULD BE SUITABLE FOR U.S. PARTICIPATION
TO PROMOTE EXPORTS OF FOOTWEAR. OTHER INTELLIGENCE OBTAINED
FROM INTERVIEWS FOLLOWS.

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3. FOOTWEAR IMPORTS INTO AUSTRALIA ARE SUBJECT TO
ABSOLUTE QUOTA. MERCHANDISE DIRECTOR OF GEORGES AUSTRALIA
LTD, TOP QUALITY DEPARTMENT STORE, SAYS"PRIME SOURCES
OF IMPORTS FOR QUALITY SHOES ARE ITALY, FRANCE AND UNITED
KINGDOM; CHEAP FOOTWEAR IS COMING FROM SPAIN, BRAZIL AND
GREECE; GEORGES CARRIES SOME U.S. SPECIALITY FOOTWEAR ---
SCUFFS, SLIPPERS, ETC, OF MAN-MADE MATERIALS; DOUBT U.S.

CAN COMPETE IN QUALITY LEATHER SHOES."

4. SALES DIRECTOR OF GEORGES SAYS NORMAL PRACTICE HERE IS FOR FOREIGN SALES REP TO BRING WHOLE OF CURRENT PRODUCTION RANGE TO MAJOR CITIES (MELBOURNE, SYDNEY, ADELAIDE, BRISBANE, PERTH), HIRE HOTEL SUITE AND INVITE BUYERS TO COME TO VIEWING. HE AGREED THAT NO RPT NO SUITABLE TRADE SHOW EXISTS BUT THOUGHT SPECIALIZED TRADE MISSION MIGHT WORK BUT HE EMPHASIZED NEED TO INVITE BUYERS FROM ALL SIX STATES, AND TO BRING COMPLETE ARRAY OF SAMPLES OF CURRENTLY AVAILABLE RANGE, "NOT RPT NOT LAST SEASON'S MODELS WHICH ARE NO LONGER IN PRODUCTION." MISSION MEMBERS MUST ALSO "BE PREPARED TO TAKE ORDERS ON THE SPOT AND HAD BEST BE ABLE TO QUOTE PRICES C.I.F., NOT RPT NOT EX FACTORY OR ANYTHING ELSE SHORT OF C.I.F."

5. DIRECTOR OF ADMINISTRATION-BUYING DEPARTMENT, G. J. COLES AND COY. LTD. (541 STORES; FY1976 SALES US DOLLARS 1.5 BILLION), AFFILIATE OF K MART AUSTRALIA LTD (U.S. SUBSIDIARY), EXPRESSED SURPRISE THAT ANYONE THOUGHT U.S. FOOTWEAR COULD COMPETE IN AUSTRALIAN MARKET. HE ENDORSED TRADE MISSION APPROACH, BUT WAS SKEPTICAL AS TO POSSIBILITIES OF SUCCESS.

6. IT APPEARS
THAT TRADE MISSION IS ONLY FEASIBLE USG-
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SPONSORED APPROACH TO AUSTRALIAN FOOTWEAR MARKET, BUT POST WONDERS IF IT IS POSSIBLE TO RECRUIT REASONABLE NUMBER (6-12) COMPANIES FOR SUCH MISSION WHEN MANY FOOTWEAR COMPANIES ARE PRESUMABLY IN DIRECT COMPETITION WITH EACH OTHER AND MAY FEEL TRADE MISSION IS NOT RPT NOT SUITABLE VEHICLE FOR PROMOTION OF INDIVIDUAL INTERESTS.

7. QUERY: IS THERE ANY MAJOR NATIONAL FOOTWEAR TRADE SHOW IN USA WHICH POSTS COULD PROMOTE AS PART OF FOREIGN BUYER PROGRAM? (USTS DIRECTORY FOR 1977-78 LISTS ONLY SOUTHEASTERN SHOE SHOW IN ATLANTA AND SOUTHWESTERN SHOW TRAVELERS' SHOE SHOW IN DALLAS.)
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Disposition Approved on Date:
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